

Subject: Only in Hollywood Spring 2016 Newsletter
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only in HOLLYWOOD®

news from the

HOLLYWOOD
ENTERTAINMENT DISTRICT

&

SUNSET & VINE
DISTRICT

Part of the Neighborhood

This article originally appeared in the March 3, 2016 edition of the Park LaBrea News / Beverly Press.

After more than a decade at a location near Hollywood Boulevard and Vine Street, the staff for the Hollywood Property Owners Alliance (HPOA) moved its office to a storefront in the heart of the business improvement district.

Kerry Morrison, executive director of HPOA, said as a business improvement district (BID) operation, they are happy that the district is improving so much that the rent for their office was raised, and they are happy their former landlords are attracting high-quality tenants.

The staff moved in December to a storefront at 6562 Hollywood Boulevard, in the heart of the BID, an area loosely defined as the area between Las Palmas Avenue and Cahuenga Boulevard.

By opening their new location at street level, Morrison said it symbolically shows that they believe in the area so much that they are willing to work and invest in a quality business operation.

Morrison said HPOA needed a conference room for board meetings – big enough to

Quick Takes

- Work has begun around planning the second Only in Hollywood Music + Arts Festival. The dates this year will be October 6 through 8. The sponsorship deck is available online at onlyinhollywood.org/festival.
- HPOA's marketing team Haines & Co is working with board members and staff to tackle some projects this year that further our aims to change the conversation about Hollywood. More details to follow in the next newsletter, but an effort is underway to a shed light on the historical theatre assets that exist in the Hollywood Entertainment District. Arguably, there is no part of Los Angeles that hosts as many historic venues as the HED. Additionally, conversations are proceeding with an ad-hoc group of owners dedicated to the transformation of the central part of Hollywood Boulevard, which will include a re-naming and reclaiming of a brand identity for this portion of the Boulevard where the HPOA recently located the staff office.



The new HPOA headquarters at 6562 Hollywood Boulevard. (Photo by Chuck Jones)

accommodate about 30 people – and enough room for five staff members and occasionally interns.

At the location, HPOA will feature changing window displays and forego the metal roll-down door at night. The board will advise the HPOA staff on window displays, which they are committed to changing frequently, in order to draw interest from passersby.

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Sunset & Vine District Launches Public Art Program

Local up-and-coming bands are featured in new utility box art in the area along Sunset Boulevard and Vine Street. The public art initiative was launched with a free concert and art show at Amoeba Music in Hollywood on March 9, 2016. The bands **Winter** and **Drinking Flowers** both performed live sets.

"This was our first gallery show with back to back bands, and the event was a great success," **Melissa Logan**, Amoeba Music and Sunset & Vine BID board member, said. "We wanted to host the event for several reasons: art, live local music, and an investment in both those things and this neighborhood."

"The bands were awesome. I bought both of their records after the show," Logan added.



Ten utility boxes in the Sunset & Vine District have now been wrapped with artwork by artist Paige Emery. (Photo by Devin Strecker)

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